



YOUR
POWERFUL
MARKETING
PARTNER

MEDIA GUIDE

What Our Members and Advertisers are Saying

“

Advertising with NAA says your company is engaged in the industry. There's value in being part of one of the largest organizations dedicated to apartment housing. People will take a look at that.

Cindy Clare, CPM

Chief Operating Officer, Bell Partners

“

Advertising with NAA definitely helps raise awareness of our brand. You get more apartment industry professionals looking at you in *units* Magazine — more than any other magazine I read.

Tony Sculthorpe, CAS

Chief Commercial Officer, CSC ServiceWorks

ABOUT NAA

The National Apartment Association (NAA) serves as the leading voice and preeminent resource through advocacy, education and collaboration on behalf of the rental housing industry. As a federation of 151 state and local affiliates, NAA encompasses more than 93,000 members representing more than 10.4 million apartment homes globally. NAA believes that rental housing is a valuable partner in every community that emphasizes integrity, accountability, collaboration, community responsibility, inclusivity and innovation. NAA thanks its strategic partners Lowe's Pro MSH (Maintenance Supply Headquarters) and Yardi. To learn more, visit naahq.org.

POWER OF NAA

Align your brand with NAA and reach the largest group of influential rental housing professionals in the country.



Integrated Opportunities, Proven Results

***units* Magazine**

Page 4

An award-winning publication, *units* is the most read magazine in the rental housing industry and the cornerstone of your integrated advertising plan.

NAA Digital

Page 10

Keep your brand top-of-mind with NAA's robust digital opportunities: naahq.org, *Partner Perspectives*, NAA e-Newsletters and the *units* e-Table of Contents.

NAA Events

Page 17

Enhance your experience and exposure at leading events in the rental housing industry: Apartmentalize, now including CampusConnex in 2021, NAA Digital Series and NAA Digital Studio.

NAA Partnership Program

Page 18

Build a winning partnership and access unique opportunities to showcase your products and services to the NAA membership.

units MAGAZINE READER PROFILE

Purchasing Power



82%

Involved in purchasing process

Determine the need for purchases	62%
Recommend/select specific products	60%
Establish the budget	57%
Authorize/approve purchases	56%
Establish the specifications for purchases	41%

\$11.17 MILLION

Average organizational operating budget represented by the typical reader - FY 2016

\$2.68 MILLION

Average dollar volume of products/services recommended, specified or purchased by an organization during the past 12 months

Products and Services Evaluated, Recommended, Specified or Bought

CATEGORY	IN THE PAST 12 MONTHS	FOR ORGANIZATION
Architects and Engineers	16%	26%
Athletic and Exercise Equipment	30%	45%
Cabinetry	38%	56%
Cable/Wi-Fi	36%	53%
Collections	34%	51%
Construction/Contractor	43%	59%
Doors	38%	56%
Employee Training	46%	64%
Exterior Design	26%	43%
Financial Services	21%	34%
Fitness Equipment	33%	49%
Flooring	56%	72%
HVAC	47%	62%
Insulation	20%	35%
Insurance	29%	42%
Key Control/Security	36%	56%
Kitchen Equipment and Appliances	49%	66%
Laundry Services	30%	49%
Lawn Care/Landscaping	52%	67%
Lighting	52%	68%

CATEGORY	IN THE PAST 12 MONTHS	FOR ORGANIZATION
Lock Sets/Finished Hardware	46%	64%
Mailboxes	30%	51%
Maintenance Products and Services	54%	70%
Marketing	54%	70%
Paints and Wall Coverings	52%	68%
Payment Processing	32%	48%
Pest Control	50%	67%
Plumbing	48%	65%
Promotional Products	45%	62%
Property Management Software	24%	42%
Resident Package Lockers	15%	23%
Resident Screening	37%	55%
Shade Structures	16%	30%
Staffing	47%	62%
Submetering	17%	32%
Swimming Pools/Products	36%	50%
Telecommunications/Cable	32%	49%
Trash/Recycling/Waste Management	43%	60%
Whirlpools/Tubs/Toilets	30%	47%
Yield Managment Software	12%	24%

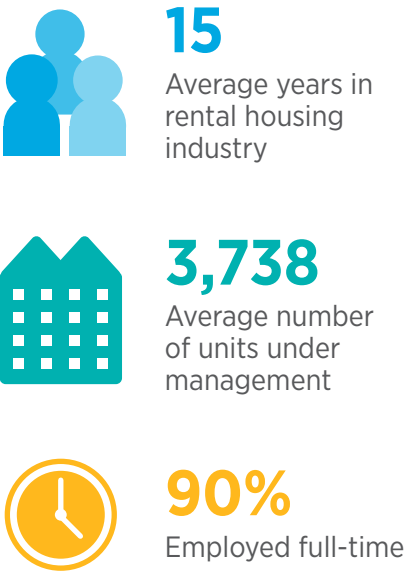
Source: NAA Readership Study, Ruzinsky Research

units MAGAZINE READER PROFILE

Professional Activities

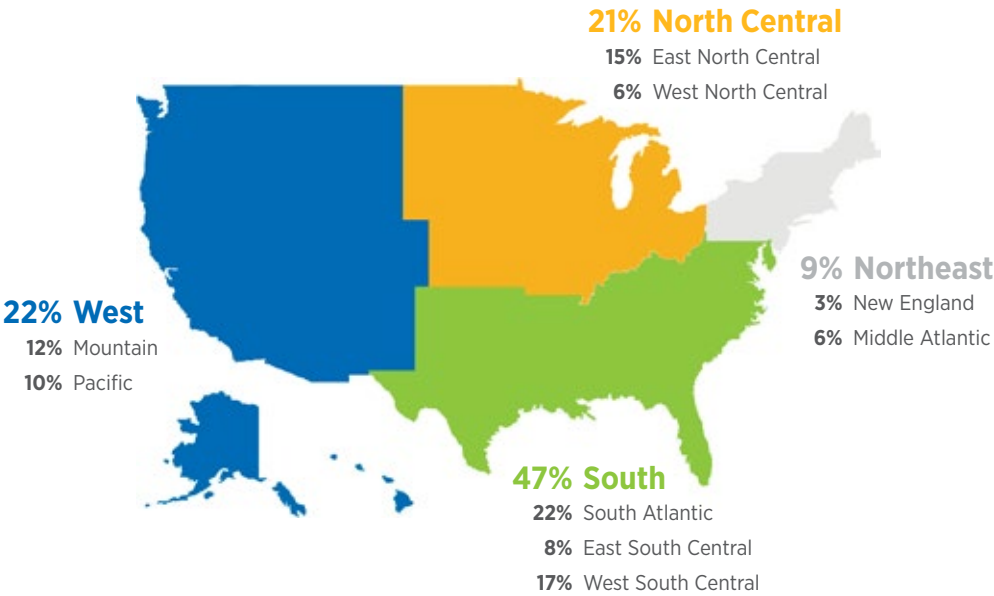
JOB TITLES		WHERE THEY WORK	
Property Manager	42%	Property Management Firm	49%
Owner/President/Principal	15%	Owner Firm	18%
Regional Supervisor/Manager	12%	Independent Owner	11%
VP/Corporate Executive	11%	Developer/Builder	2%
Leasing Professional	4%	Restorer/Renovator	1%
Maintenance Supervisor/Technician	3%	Other	19%

TYPE OF PROPERTIES THEY MANAGE			
Market-Rate Apartments	48%	Condos/Co-Ops/Townhouses	15%
Garden Apartments	47%	Single-Family Home Rentals	14%
Luxury Apartments	41%	Student Housing	13%
Affordable Housing	30%	Military Housing	4%
High-Rise Apartments	23%	Extended-Stay Housing	2%
Senior Housing	18%	Other	5%



Demographics

CURRENT WORK LOCATION



GENDER



Source: NAA Readership Study, Ruzinsky Research

units MAGAZINE

The Most Read Magazine in the Rental Housing Industry

Circulation: 78,662 | Total Readers: 255,000

units is the first publication decision-makers turn to for coverage of the best practices and newest trends in the rental housing industry. Every issue is packed with valuable content that covers all aspects of residential property management and ownership. Advertise in *units* and you'll reach the largest market of rental housing professionals—guaranteed!

***units* readers are loyal, engaged and look forward to every issue.**

84%

Do not receive other industry magazines

71%

Took action after reading *units*

62%

Read at least 3 out of 4 issues

TOP 10 REQUESTED TOPICS

1. Preventative Maintenance
2. Make-Ready and Turn Tips
3. Common Area Ideas
4. Resident Retention
5. Interior Design Trends
6. Career Development
7. Social Media
8. Renovation, Restoration and Development
9. Crime Prevention and Safety
10. Staff Hiring, Education and Retention

Sources: NAA Readership Study; Ruzinsky Research; BPA Brand Report



Increase your exposure with a digital ad in the *units* - Table of Contents email
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Advertising Sales

Dave Evans
Director of Advertising
advertising@naahq.org
770-576-2610

2021 Editorial Calendar*

JANUARY/FEBRUARY

Space: December 6 / Art: December 10
Mail Date: January 7

2021 NAA Chairman of the Board, Executive Perspectives: Previewing the Year Ahead, 2020 NAA Excellence Awards, Diversity & Inclusion, Student Housing

Spotlight Topic: Maintenance Products and Services

- NAA Membership Sticker

MARCH

Space: February 5 / Art: February 8
Mail Date: March 2

Advocate Show Issue

Leasing Season Preview, COVID-19: What We've Learned, Social Media and Mobile Marketing, Revenue Management

Spotlight Topic: Technology and Software

- Annual Technology Supplement

APRIL

Space: March 5 / Art: March 8
Mail Date: April 1

Pool Maintenance, Outdoor Amenities, Disaster Preparedness and Crisis Management

Spotlight Topic: Landscaping and Lawn Care

MAY

Space: April 6 / Art: April 9
Mail Date: April 29

Apartmentalize Pre-Show Issue

Repositioning, Crime Prevention, Safety and Key Control, Career Development

Spotlight Topic: Flooring, Finishing Touches

- Amenities Special Section

JUNE

Space: May 5 / Art: May 10
Mail Date: June 1

Apartmentalize Show Issue

Solving Your Biggest Onsite Challenges, Capital Expenditures, Pest Management, Interior Design

Spotlight Topic: Resident Retention

JULY

Space: June 7 / Art: June 10
Mail Date: July 1

Common Areas and Amenities, Utility Management, Student Housing Management, Make-Ready and Turn Tips, 2021 NAA Excellence Awards

Spotlight Topic: Resident Marketing Tools & Strategies

AUGUST/SEPTEMBER

Space: July 5 / Art: July 8
Mail Date: August 3

Apartmentalize Recap Issue

Creative Marketing, Fall Preparedness, Resident Engagement, Apartment Careers

Spotlight Topic: Budget Strategies

- Ancillary Revenue Special Section

OCTOBER

Space: September 6 / Art: September 9
Mail Date: September 30

NAA Annual Operating Income & Expenses Survey, Repositioning Best Practices, Value-Add Strategies in a Down Market, Sustainable Building ROI

Spotlight Topic: Paint, Floor and Wall Coverings

- Renovation and Development Special Section

NOVEMBER

Space: October 5 / Art: October 8
Mail Date: November 2

NAA Assembly of Delegates Issue

Package Delivery, Leasing Techniques, HR and Workforce Issues

Spotlight Topic: Billing and Collections

- Bonus distribution at AOD Meeting

DECEMBER

Space: November 5 / Art: November 9
Mail Date: December 2

2021 In Review, 2022 Preview, Wireless Services

Spotlight Topic: Resident Screening

- Marketing Special Section



Direct mail opportunities are available in each issue. Contact your sales representative for more information.

Special Advertising Opportunities

Special Focus Sections

Special focus sections provide a unique opportunity to advertise your products and services within content-specific editorial. Take advantage of this opportunity if your company aligns with one or more of categories below.

- March Issue – Technology
- May Issue – Amenities
- August/September Issue – Ancillary Revenue
- October Issue – Renovation, Restoration & Development
- December Issue – Marketing



IRO Section

Targeted to Independent Rental Owners (IROs), *units*' new **Small Portfolio Owners** section will allow your company the opportunity to directly target this community each month with a full page article.

Article Rate	1x
Full Page	\$9,235/issue

Market Place

Cost-efficient and effective, Market Place is a product and services directory featured in every issue of *units*. Apartment housing professionals often use this section to identify companies for RFP distribution. Include your company today.

Ad Rates	1x	6x	12x
Per Column Inch	\$235	\$221	\$180

Ad Dimensions (width x depth)

One Column Inch	2.375" x 1"
Two Column Inches	2.375" x 2" or 4.75" x 1"
Three Column Inches	2.375" x 3" or 7.25" x 1"
Four Column Inches	4.75" x 2"

Advertising Sales

Dave Evans, Director of Advertising
advertising@naahq.org | 770-576-2610

Prices per column inch. For total, multiply the net rate, according to number of insertions, by total column inches.

Rates and Specifications

As of January 1, 2019

Four Color	1x	3x	6x	10x
Double Page Spread	\$10,215	-	-	-
Full Page	\$9,120	\$8,680	\$8,240	\$7,435
1/2 Page	\$6,175	\$5,865	\$5,560	\$5,020
1/3 Page	\$4,845	\$4,605	\$4,270	\$3,935
1/4 Page	\$4,490	\$4,360	\$4,100	\$3,735

Premium Placement (non-cancelable)	6x	10x
Cover 2	\$9,890	\$8,905
Cover 3	\$9,890	\$8,905
Cover 4	\$10,140	\$9,125
Page 1, 3, 5, 7, 9, 11, 13 or 15	\$9,235	\$8,320

Black & White	1x	3x	6x	10x
Full Page	\$6,790	\$6,445	\$6,135	\$5,515
1/2 Page	\$3,825	\$3,635	\$3,460	\$3,180
1/3 Page	\$2,495	\$2,475	\$2,260	\$2,035
1/4 Page	\$2,240	\$2,125	\$2,025	\$1,830

All rates are gross. Other guaranteed positions add 15 percent.
Special discounts for Exhibitors: May, June, July issues. Call for information.

Cancellation Policy: Cancellations or rollovers to a future issue must be received in writing 30 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged 30 percent of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and material deadlines.

Advertising Sales and Production Contact

Dave Evans, Director of Advertising
advertising@naahq.org | 770-576-2610

Ad Dimensions (width x depth)

Full Page Trim	8.25" x 10.875"
Full Page Bleed	8.5" x 11.125"
Full Page Non-Bleed	7.75" x 10.375"
1/2 Page Horizontal	6.75" x 4.625"
1/2 Page Vertical	3.25" x 9.5"
1/3 Page Horizontal	6.75" x 3.125"
1/3 Page Vertical	2.125" x 9.5"
1/4 Page Horizontal	6.75" x 2.175"

Spreads, tip-ins, inserts, cover sticker and polybagging are available on request. For pricing details, contact Dave Evans at advertising@naahq.org or 770-576-2610.

Process: Web offset, perfect binding.

Line Screen: 133 lines per inch.

Color: Four-color process, CMYK only.

Proofing: NAA and its printer are not responsible for incorrect colors when an ad is not accompanied by a SWOP-calibrated color proof. Send proofs to: Royle Printing Company, Attn: Jamie Kuechler, Royle Printing Company, 745 S. Bird Street, Sun Prairie, WI 53590, 608-834-3635, jkuechler@royle.com.

Submitting Artwork: Please e-mail artwork to Dave Evans at advertising@naahq.org.

File Format: Digital files are required. Preferred format is PDF with all images 300 dpi or higher and all fonts embedded. Please also include crop marks and a minimum of 1/8" bleed. TIF (minimum 300 dpi at 100 percent); Email files that are less than 9MB. Use FTP site or ship files that are greater than 9MB. All required trapping must be included in the file. Graphics for ads must be submitted as final, 300 dpi, CMYK or grayscale TIF files. All fonts must be included. Avoid TrueType fonts. NAA and its printer are not responsible for incorrect ads when the advertiser does not submit a SWOP-calibrated color proof. For more information, contact Jamie Kuechler at jkuechler@royle.com.

Six Opportunities for the Savvy Marketer

1) NAA Website

naahq.org is better than ever with a responsive layout and exciting ad placements. This popular website attracts more than 187,969 average monthly pageviews. Book your schedule today and start generating leads, building awareness and driving customers directly to your company's website.

Page 11.

4) *units* e-Table of Contents

This monthly email alerts NAA members to read the new online *units* magazine content. As the exclusive sponsor, you'll receive a banner ad and a custom content placement.

Page 16.

2) *Partner Perspectives*

Targeted to NAA members, the content in the *Partner Perspectives* e-Newsletter will be driven by you and the topic of your choosing. Take advantage of this valuable opportunity to showcase your products and services while generating a substantial quantity of qualified leads. The exclusive advertiser will receive two sponsor interviews or articles, banner ads and recognition as the sole sponsor with a "brought to you by" message and logo under the e-Newsletter masthead.

Page 12.

5) Targeted e-Newsletters

NAA targeted e-Newsletters provide advertisers an opportunity to pinpoint rental housing professionals with an interest in government affairs, technology, operations or C-suite. Reserve space in one or all five e-Newsletters.

Page 14.

3) *The Industry Insider*

The Industry Insider provides rental housing executives and their staff with the most up-to-date information on the apartment industry. Promote and strengthen your brand when you advertise in this popular weekly news source.

Page 13.

6) Social Media

Be social & engage with NAA's over 110,000 followers. Share unique information you collect to demonstrate your expertise and gain recognition as a leader in the industry. Followers can view your post and click through to your blog or website to get more information as potential prospects.

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NAA DIGITAL

naahq.org

NAA's official website is one of the most visible and cost-effective ways to market your products and services.

Quick Stats



93,316 (total visitors: 839,848)
Average unique monthly visitors



242,688 (total views: 2,184,195)
Average monthly page views



2.23
Average minutes on website

Traffic stats from January - September 2019

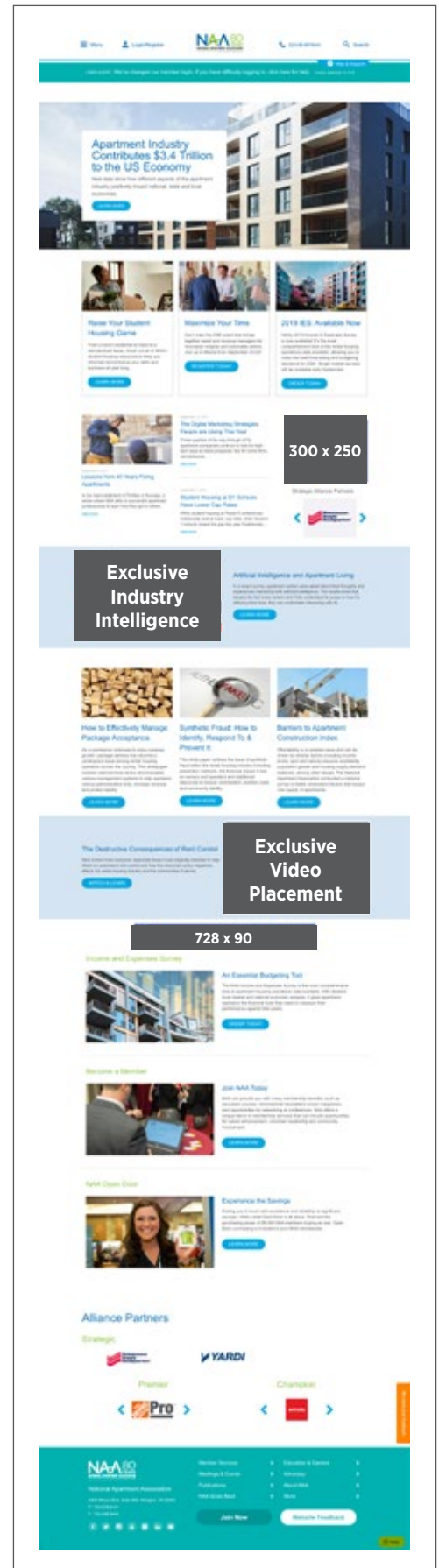
Rates and Specifications

Ad Type	Ad Size	CPM
Homepage		
Lower Leaderboard	728 x 90	\$90*
Medium Rectangle	300 x 250	\$90*
Exclusive Homepage Video	\$2,625/month	
Industry Intelligence Exclusive Sponsor	\$2,900/month	
Interior Pages		
Top or Lower Leaderboard	728 x 90	\$85*
Medium Rectangle	300 x 250	\$85*

naahq.org is sold on a cost per thousand (CPM) basis. Ads are run-of-site (except homepage). Minimum buy is 50,000 impressions. Rates are net.

Format: JPEG or GIF file; three loop animation; 40 kb max. HTML tags must be SSL compliant and use secure protocol.

Space: Two weeks prior | Artwork: Five business days prior



NAA DIGITAL

Partner Perspectives

Partner Perspectives provides a powerful opportunity for industry suppliers like you to own and submit custom content to be delivered in an NAA branded e-Newsletter.

Quick Stats



22,600

Circulation



13%

Average open rate



5.4%

Average
click-to-open rate

Traffic stats from September 2020 - January 2021

Rates and Specifications


As the exclusive advertiser, you'll receive:

- Two sponsor interviews or articles
- Two leaderboard ads (650 x 90 each)
- Recognition as the sole sponsor with a "brought to you by" message and logo under the e-Newsletter masthead.

Limited opportunities available. Call today for a rate quote.

Format: JPEG or GIF file; 40 kb max

Space: Two weeks prior | Artwork: Five business days prior



PARTNER PERSPECTIVES

BUILDING RENOVATION TRENDS BROUGHT TO YOU BY

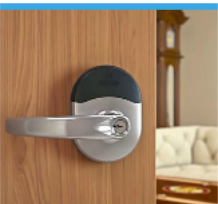
LOGO

SPONSORED CONTENT


BALANCING ACT

When choosing lock systems for modern apartments, security, design and technology must be considered. Learn how one company is drawing inspiration from multiple consumer industries to bring the most aesthetically pleasing lock designs to apartments across the nation.

READ MORE



650 x 90



SPONSORED CONTENT

THE QUEST FOR CONSISTENCY

Minimalist design is on the rise in apartment housing. Schlage has risen to meet the trend by developing products that fit seamlessly into these spaces while incorporating the latest lock technology.

READ MORE

RELATED NEWS

THE NEXT BIG APARTMENT TREND COULD BE UNIVERSAL DESIGN

In the past, Universal Design—creating living space easily accessible to aging residents—has largely been a trend for builders and remodelers.

READ THE STORY


BIG WAVE OF ULTRA-EFFICIENT APARTMENTS COMING IN THE NORTHEAST

Traditionally passive construction has been found in single-family homes. Now there is a movement toward passive construction in apartments.

READ THE STORY

650 x 90







FORWARD TO A FRIEND



NATIONAL APARTMENT ASSOCIATION

4300 WILSON BLVD, SUITE 400,
ARLINGTON, VA 22203
CONTACT US
PRIVACY POLICY
2016 ALL RIGHTS RESERVED.

FOLLOW US:

in      

Advertising Sales and Production Contact: Dave Evans, Director of Advertising, advertising@naahq.org or 770-576-2610

NAA DIGITAL

The Industry Insider

Delivered weekly, *The Industry Insider* is NAA's largest and most frequent member e-Newsletter.

Quick Stats



30,188

Weekly circulation



15.38%

Average open rate



8.23%

Average
click-to-open rate

Stats from January - September 2020

Rates and Specifications

Ad Type	Ad Size	Monthly Rate
Top Leaderboard (#1)	650 x 90	\$2,760
Top Story Leaderboard (#2)	650 x 90	\$2,205
Advertiser Content Ad (#1)	Text and image	\$2,760
Medium Rectangle (#1 or 2)	300 x 250	\$1,765
Advertiser Content Ad (#2)	Text and image	\$2,205
Advertiser Content Ad (#3)	Text and image	\$1,985
Announcement Leaderboard (#3 or 4)	650 x 90	\$1,600


Minimum two month buy. Rates are net.

Format: JPEG or GIF file; 40 kb max

For Advertiser Content Ads supply a headline (60 characters), body (160 characters) and image (300 x 155).

Space: Two weeks prior | Artwork: Five business days prior


Advertising Sales and Production Contact: Dave Evans, Director of Advertising, advertising@naahq.org or 770-576-2610



THE INDUSTRY INSIDER

YOUR WEEKLY SOURCE FOR APARTMENT HOUSING INDUSTRY NEWS AND INFORMATION

650 x 90



ADVOCACY


NAA GOES TO THE WHITE HOUSE

NAA President & CEO Bob Pinnegar, CAE, represented the apartment housing industry as part of a group of real estate industry representatives at a meeting on tax policy called by Treasury Secretary Steve Mnuchin at the White House on Monday, July 31, 2017.

[READ MORE](#)

650 x 90

TOP STORIES



PROPERTY MANAGEMENT
THESE ARE THE TOP SOURCES OF ANCILLARY INCOME

Application fees, parking fees and popular rents are popular, but new sources of revenue are emerging.


[READ MORE](#)

Advertiser Content

SPONSORED CONTENT
THE FUTURE OF THE INTERNET IS HERE.

With a network powered by AT&T Fiber, residents can enhance their online experience with ultra-fast speeds, a reliable connection, and enough bandwidth to support all of their devices.

[LEARN MORE](#)



HOMEOWNERSHIP
THE DEATH OF THE 20 PERCENT DOWN PAYMENT

A 20 percent down payment no longer stands between your residents and homeownership, but many of them don't realize this.

[READ MORE](#)

NAA DIGITAL

Targeted e-Newsletters

NAA's targeted e-Newsletters make it easy to pinpoint apartment professionals with an interest in technology, government affairs, marketing, operations or C-suite.

Monthly Stats

APARTMENT INNOVATIONS

19,585

Circulation

15.03%

Average open rate

6.29%

Average click-to-open rate

OPERATIONS INSIGHTS

26,716

Circulation

14.76%

Average open rate

8.09%

Average click-to-open rate

APARTMENT BUSINESS UPDATE

6,314

Circulation

22.05%

Average open rate

8.23%

Average click-to-open rate

APARTMENT ADVOCATE

24,502

Circulation

19.43%

Average open rate

12.38%

Average click-to-open rate

Stats from January - September 2020



Advertising Sales and Production Contact: Dave Evans, Director of Advertising, advertising@naahq.org or 770-576-2610

Targeted e-Newsletters

Rates and Specifications

Apartment Innovations	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,760	\$2,490	\$2,210
Top Story Leaderboard (#2)	650 x 90	\$2,205	\$1,985	\$1,765
Leaderboard (#3)	650 x 90	\$1,765	\$1,585	\$1,765
Advertiser Content Ad (#1)	Text and image	\$2,205	\$1,985	\$1,765
Medium Rectangle	300 x 250	\$1,100	\$1,000	\$890

Tip: Get even more results with Advertiser Content Ads, which blend seamlessly with NAA's engaging editorial content. Now available in all NAA e-Newsletters.

Operation Insights	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$2,760	\$2,485	\$2,215
Top Story Leaderboard (#2)	650 x 90	\$2,205	\$2,485	\$1,765
Advertiser Content Ad (#1)	Text and image	\$2,205	\$1,985	\$1,765
Leaderboard (#3 or #4)	650 x 90	\$1,765	\$1,545	\$1,415
Advertiser Content Ad (#2)	Text and image	\$1,985	\$1,785	\$1,590
Medium Rectangle (#1 or 2)	300 x 250	\$1,100	\$1,000	\$890

Minimum two (2) month buy. Rates are net.

Format: JPEG or GIF file; 40 kb max

- Advertiser Content Ads:
- Headline: 60 characters
 - Body: 160 characters
 - Image: 300 x 155

Space: Two weeks prior
Artwork: Five days prior

Apartment Business Update	Ad Size	2x	6x	12x
Top Leaderboard (#1)	650 x 90	\$1,100	\$1,000	\$895
Top Story Leaderboard (#2)	650 x 90	\$890	\$795	\$715
Advertiser Content Ad (#1)	Text and image	\$890	\$795	\$715
Leaderboard (#3)	650 x 90	\$890	\$795	\$715
Medium Rectangle	300 x 250	\$660	\$595	\$535

Advertising Sales and Production Contact

Dave Evans
Director of Advertising
advertising@naahq.org
770-576-2610

NAA DIGITAL

units e-Table of Contents

This monthly email alerts NAA members to read the new online *units* Magazine content.

Quick Stats



27,037

Monthly circulation



16.61%

Average open rate



4.94%

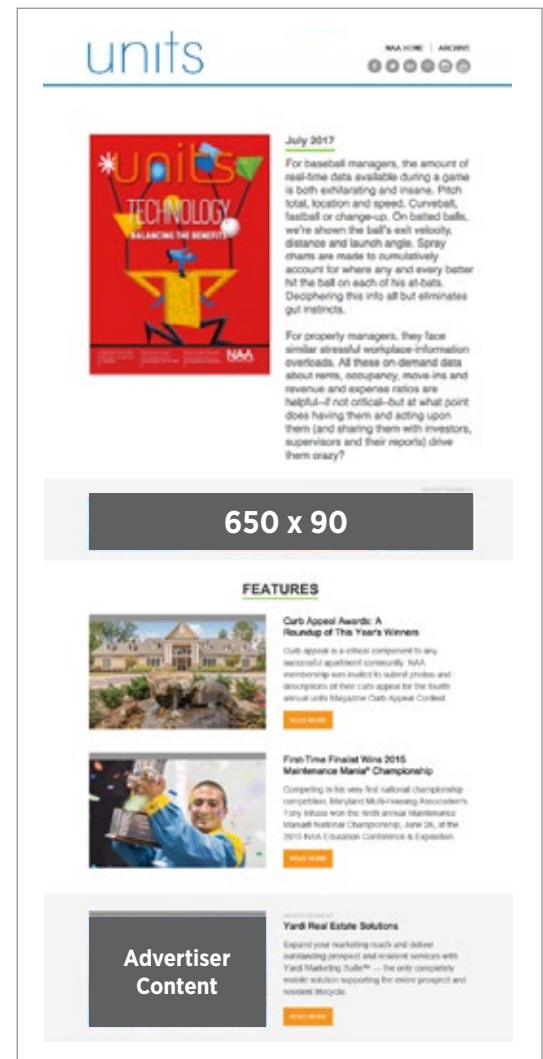
Average
click-to-open rate

Stats from January - September 2020

Rates and Specifications

Ad Type	Ad Size	1x
Exclusive Sponsorship	650 x 90 plus text and image	\$6,180

Format: JPEG or GIF file; 40 kb max; Headline: 60 characters;
Body: 160 characters; Image: 300 x 183
Space: Two weeks prior | Artwork: Five business days prior



NAA RESEARCH SERVICES

Are NAA members familiar with your brand? Do they have positive opinions about your products and services? Where and how are they spending their annual budgets in your product category?

Explore these topics and more with NAA's Research Services. We'll work with you on the survey questions, manage the deployment process and provide a thorough summary of research findings at the conclusion of the study.

Take advantage of this valuable opportunity. Contact Dave Evans, Director of Advertising, advertising@naahq.org or 770-576-2610 for pricing details.

NAA EVENTS

Enhance Your Exhibit Experience



Conference Mobile App

Apartmentalize takes place June 16-18, 2021 in Chicago, IL. NAA's top priority continues to be the safety of both staff and attendees, so next year's event will be capped at 3,200 full conference attendees and 6,200 total attendees and exhibitors to ensure all guidelines are met throughout the conference. NAA will communicate immediately if/when any situations change around COVID-19 pandemic.



Our mobile event app helps you reach your target audience in a convenient, personal way. This custom-designed mobile app puts comprehensive event information in attendees' hands before, during, and after the event.

Before their event, attendees will be using this app to plan their experience:

- To look up who is attending and exhibiting.
- To build a personalized event agenda.
- To start making connections with others through the news feed and photo gallery.

During the event, attendees will be pulling up this app multiple times to:

- Check session locations and times.
- Reference venue maps and make sure they're in the right place.
- See what others are saying about the experience.

After the event, attendees and exhibitors will continue to open this app to:

- Reference the information of contacts made
- Review notes, and reminisce over photos.



NAA PARTNERSHIP PROGRAM

Let's Build a Winning Relationship

This exciting partnership program combines NAA's powerful brand name and impressive track record with yours. Unlike pre-packaged marketing programs, NAA's Partnership Program is exclusive, highly flexible and very customizable. Your sponsorship investment includes two elements:



- 1) **Partnership Rights Fee** allows you to cobrand with NAA and activates the benefits of your sponsorship
- 2) **Customized Credit** allows you to choose how to activate and promote your brand

For more information and pricing details, please contact Sharon Salang at ssalang@naahq.org or 703-797-0663.

NATIONAL SUPPLIERS COUNCIL

Get Access to Exclusive Benefits

NAA established the National Suppliers Council (NSC) to continue developing strong relationships between the national businesses that supply industry related goods and services and rental housing professionals. Prior to becoming an NSC member, you must become a member of a state or local apartment association. Join today for just \$1,700 per year.



Visit naahq.org/nsc for more information.

NAA ADDITIONAL PRODUCT OFFERINGS

NAA is pleased to announce the availability of three products that provide you the opportunity to build your brand and increase market awareness within the rental housing industry.

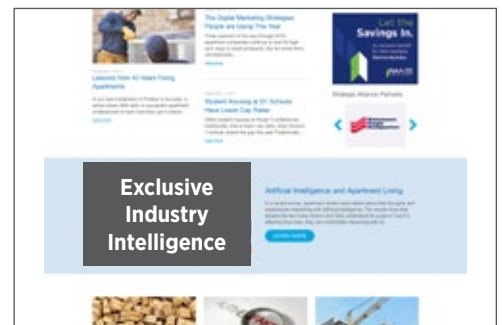
ApartmentVision \$6,600

NAA's new supplier webinar series, ApartmentVision, provides suppliers the opportunity to present their expertise to property management industry representatives in a compelling and informative way. Webinars are a powerful way to present a solution to a common problem in the industry and develop brand awareness for attendees who may be charged with trying to solve it while interacting with them. NAA's Education Institute will host the live webinar as well as work with you on content to achieve your goals. Our webinar platform reports on registrants and attendees as well as create recordings available on our Visto Learning platform for those who were unable to attend. In addition, NAA will create awareness by posting webinars on a schedule on our website and in *units* and promote it via social media. Depending on the topic, it will also be made available in our Operations Resource Library.

**inquire about reduced rate for multiple webinar series*

Industry Intelligence \$2,900/month

Take the opportunity to share a 'factoid,' such as a metric or statistic you collect, on NAA's website to recognize an industry trend. Displayed prominently with your company logo, it will also include a link to direct visitors to the "Partner Perspectives" section on our website with more information on your factoid. Your company logo will be featured again here and will include a link to your website. Exclusive to one sponsor per month.



Apartment Advocate

Leaderboards \$1,765-\$2,760

Rectangles \$1,100

This monthly publication combines all aspects of apartment industry advocacy into one go-to resource. The Apartment Advocate highlights key developments and viewpoints in industry public policy at all levels of government, and helps NAA members explore advocacy pathways.

Interested? Contact Advertising@naahq.org to get started on these opportunities or to discuss other advertising and sponsorships available.



NAA SOCIAL MEDIA

Social Media Ad Posts



30,000+
followers



21,000+
followers



7,000+
followers

NAA is offering suppliers the opportunity to post relevant and targeted content on our social media.

Examples of posts that demonstrate industry relevant information include:

1. Did you know 47% of residents pay to rent parking spots in the average community?
2. Based on a 2016 resident survey, \$25 is the average amount residents are paying in extra rent for smart-home features.

Direct Engagement with NAA Members

As an industry supplier, you will have the opportunity to directly engage with NAA's over 110,000 followers. Share unique information you collect to demonstrate your expertise and gain recognition as a leader in the industry. Followers can view your post and click through to your blog or website to get more information as potential prospects.

- Limit on two (2) posts can be purchased per month
- NAA reserves the right to approve or decline all content prior to publishing
- Sponsor is asked to provide value through useful content
- Opportunity cannot be taken advantage of during the week any NAA events including Apartmentalize, NAA Digital, and NAA Digital Studio Series
- NAA will include a 'boost' post on Facebook for sponsor

Option 1

****Limit to one sponsor per quarter**

3 mo. Subscription model (\$5,500):

- 2 weeks lead time to review/approve posts
- Posting dates are at NAA's discretion
- Blackout dates: Week of all 3 major conferences
- Up to two Tweets per week, for any six weeks of the 3 months
- Six tweets Total
- Four Facebook posts with \$100 boost, throughout 3 months
- Original product is two per month
- Typically only two boosts
- One Instagram post, per 4-week period

Option 3

****Limit to one sponsor per month**

Facebook Package (\$1,100):

- Two Facebook posts with \$100 boost

Option 2

****Limit to one sponsor per month**

Per Package Model (\$3,250):

- Blackout dates: Weeks of all 3 major conferences
- **Not available for the month of June**
- Limit to one sponsor per month, except June
- During any given month, there should only be the 1-month package or sponsored posts available. Not both. First-come, first-serve
- Four Tweets, per 4-week period
- Two Facebook posts with \$100 boost, per 4-week period (\$1,000 value)
- One Instagram post, per 4-week period

Interested?

Contact Advertising@naahq.org to get started.

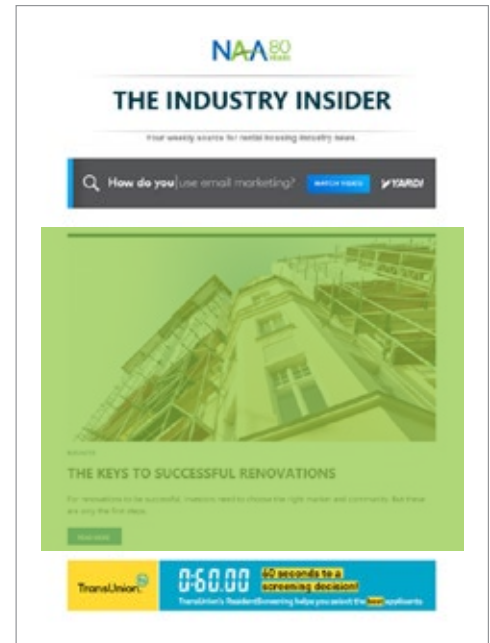
NAA DIGITAL

NAA Branded Content Supplement

NAA will provide suppliers the opportunity to sponsor a branded content article on an issue that is relevant to our member's needs, which will be published in one of NAA's most prominent newsletters. The supplier will gain premier recognition with their logo sponsoring one of the top editorial pieces in *Industry Insider*.

A new way to connect with NAA Members

- Advertiser's logo will appear at the top of the editorial page, which will allow the user to click back to their website. Above the logo, we will have language saying, "Brought to you by" or "Presented by".
- The advertiser understands that NAA will have full control over the article and this sponsorship does not guarantee mentions throughout the article. Advertisers are paying for proximity and the opportunity to be a provider of high-level content and a thought leader who has a product/service that meets our members' needs.
- Note: NAA will not ghostwrite content for sponsors.
- Choose one editorial run for \$2,000 with the option to share on social media, with a \$100 boost on Facebook, for an additional cost (\$1,000).



Content Placement

Delivered weekly, *The Industry Insider* is NAA's largest and most frequent member e-Newsletter.



30,188

Weekly circulation



15.38%

Average open rate



8.23%

Average
click-to-open rate

Stats from January - September 2020

**Gain recognition by being in the top first
or second slot of the newsletter!**

Ready to discuss?

Contact Advertising@naahq.org to get started.



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